# Update the Scottsdale Historical Museum (Little Red Schoolhouse)



# Our City's Museum can use an Update

- Exhibits put together by local volunteers 26 years ago
- Scottsdale Leadership class 32 members comments
  - "I'd be very disappointed to have brought my family here on vacation"
  - "Doesn't tell an interesting/compelling story"
- Does not represent the high level of guest experience one expects in Scottsdale



### The Customer Experience

Average length of visit: Less than 10 minutes 22,000 visitors per year – 80% are tourists



### One Current Exhibit



Scottsdale Typical School Room, 1915-1955

### Board of Directors- Experience Scottsdale

- Updates to our museum would contribute to some of the goals in the Board's "Pillars":
  - Product and experience development Offer products and experiences that meet the needs of today's travelers and are authentic to our destination. What's more authentic to Scottsdale than a museum about our history?
  - <u>Downtown Activation and Connectivity Explore a public spaces</u> master plan to facilitate connectivity, create distinct points of interest, and provide places for people to gather and spend. With a little help, the Museum can become a key 'distinct point of interest'.

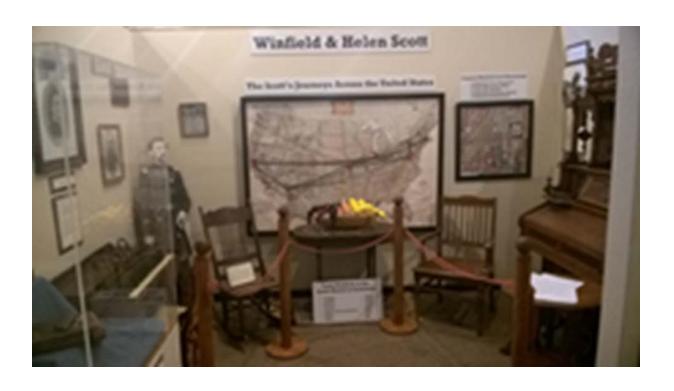
### Ganymede Design Group

- Specializes in the conceptualization, development and design of interpretive environments such as those found in museums, children's museums and cultural centers.
- Collaborations are the product of a working partnership with our clients.
- Project begins by defining the client's audience and giving thoughtful consideration to the project objectives,
- Every exhibit and every interior should become a uniquely personal **experience for the visitor.**



**Tovrea Castle** 

#### It is a challenge to show off our artifacts in 2000 sq. ft.



Winfield Scott Exhibit - Scottsdale



# Ganymede Design Stages

Visioning and Concept Development

Schematic Design

- Design Development
- Total design cost estimate: \$71,500



### Request for funding for the Design Process

 Construction and installation estimates will be formulated during design.

 Post design, the Scottsdale Historical Society will solicit community support and grant funding to help with construction costs.

### What do you think?

- Are we on the right track with our vision for improvement?
- Feedback and advice on next steps?

THANK YOU!

### exhibitdesignPHASES

concept/visioning	schematic design	design development	construction documents	fabrication	installation
	2	3	4	5	6
review or develop mission statement	revise concept development based on client feedback	storyline development, research	<ul> <li>exhibit script/writing and editing</li> </ul>	fabricator begins construction of casework etc.	<ul> <li>advise and consult with the client during exhibit installation</li> </ul>
<ul><li>define audience</li><li>identify key themes &amp; takehome messages</li></ul>	<ul> <li>review the architectural program plans, develop a project schedule, and produce schematic design documents consisting</li> </ul>	<ul> <li>space design, exhibit surfaces, casework, materials recommendation</li> <li>develop graphic look &amp; feel:</li> </ul>	<ul> <li>artifact selection and preparation</li> <li>graphics selection &amp; permissions &amp; procurement</li> </ul>	<ul> <li>design exhibit case interiors, determine mounting needs</li> <li>mountmaker/preparator fabricates mounts</li> </ul>	<ul> <li>visit site at intervals appropriate to oversee the progress and quality of the work completed</li> </ul>
identify preliminary storyline (content)	of drawings and other documents illustrating the scale and relationship	standards, font and color selection	graphics production/layout	<ul> <li>consultation with lighting designer if desired</li> </ul>	<ul> <li>keep the client informed of the progress and quality</li> </ul>
<ul> <li>generate interpretive plan and preliminary "walk through" of visitor experience [idea(s) for the exhibits or activities]</li> </ul>	of project components  schematic content plan/ exhibit floor plan delineating the exhibits, object identification and placement,	produce design development documents, and coordination of electrical drawings for specific exhibit power, lighting, audio-visual, and multimedia requirements	<ul> <li>client review and approval of drafts</li> <li>editing, proofreading, digital output test &amp; approval</li> </ul>	visit site at intervals appropriate to oversee the progress and quality of the work completed and to determine if the	of the work
<ul><li>identify audience outcomes</li><li>generate preliminary floorplan identifying visitor</li></ul>	and an exhibit graphic design with proposed main copy for each exhibit  preliminary graphic design	<ul> <li>produce graphic design with developed interpretive text and appropriate illustrations</li> <li>develop construction schedule and estimated and cost update</li> </ul>	<ul> <li>graphics approval for production and mounting</li> <li>produce exhibit fabrication control drawings, technical specifications, and exhibit performance specifications.</li> </ul>	work is being performed in accordance with the contract documents and schedule  keep client informed of the progress and quality of the work	
circulation and physical elements of the space					
ercute visual ractions	multi-media opportunities if any and and coordinate with media consultants (under separate contract)	<ul> <li>coordinate and participate in a review meeting for design development</li> </ul>	<ul> <li>produce exhibit graphic specifications and coordinate the exhibit architecture with graphic design</li> </ul>	<ul> <li>review and approve contractor's submittals such as shop drawings, product data and samples contract documents</li> </ul>	
	<ul> <li>produce a preliminary lighting layout</li> <li>produce schematic design cost estimate</li> </ul>	z client review and approval	<ul> <li>produce a revised construction and installation schedule, and to estimate the cost of fabrication and installation as negotiated with general contractor</li> </ul>		,